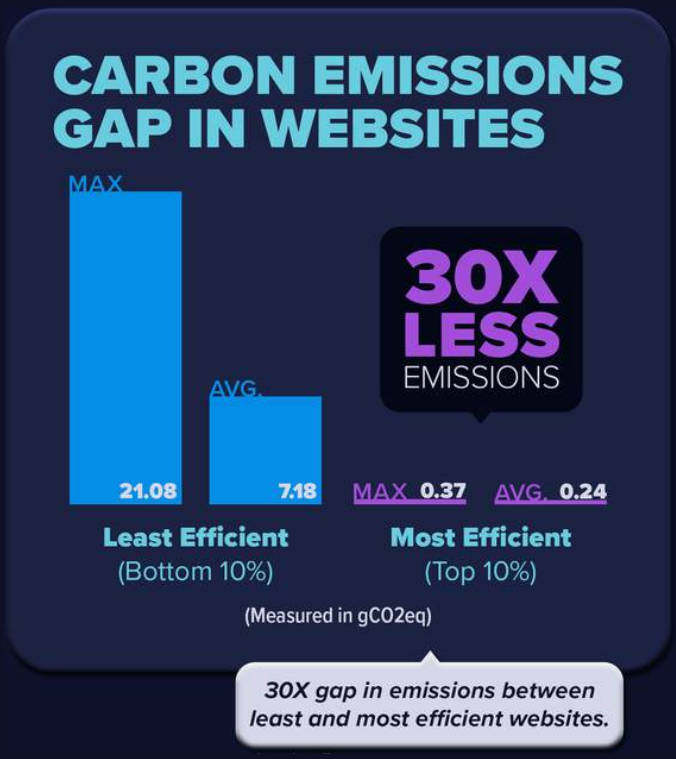
ECOWEB PROJECT

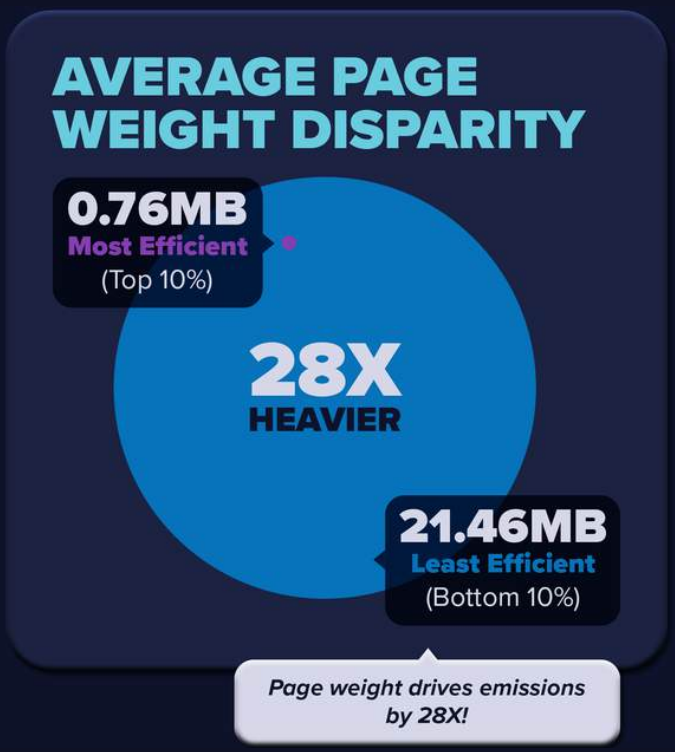
# YOU CHAMPION SUSTAINABILITY. BUT IS YOUR WEBSITE GREEN?

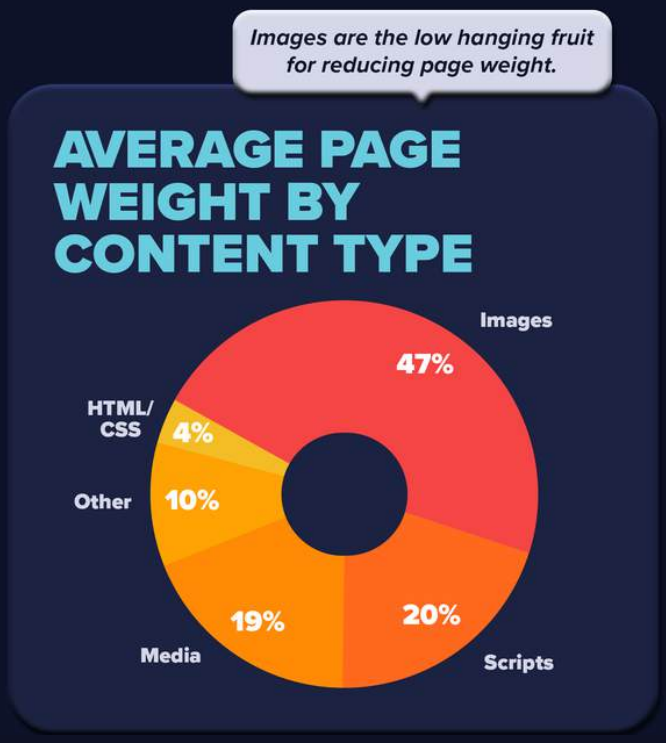
Climate Action .tech

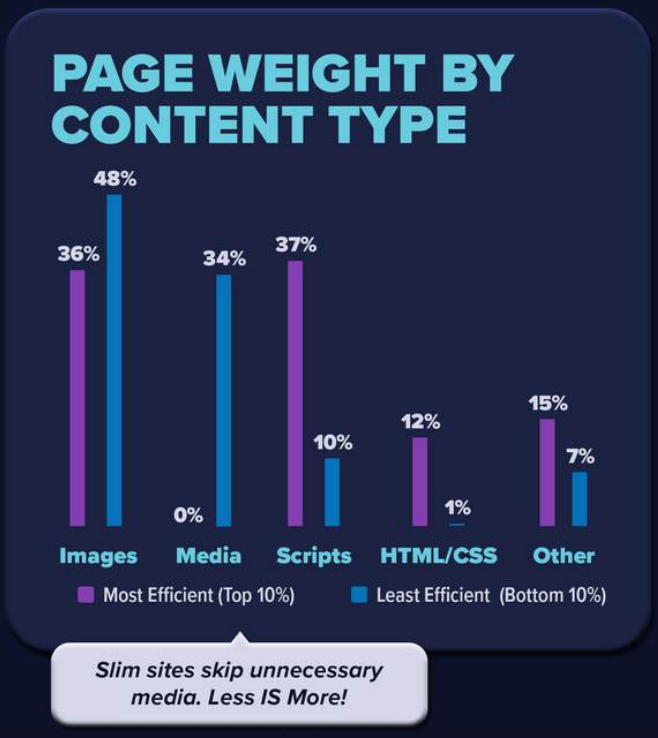
# Executive Summary

Key findings from the Ecoweb analysis of 507 climate-focused websites



*Despite the mission, over a third still don't use green hosting!*

## GREEN HOSTING

**65%**

328 of 507
Organizations Analyzed Use It

## GREEN HOSTING & CARBON EMISSIONS

**Most Efficient**
(Top 10%)

**73%** GREEN HOSTED

27% NOT

**Least Efficient**
(Bottom 10%)

**47%** GREEN HOSTED

53% NOT

*Efficient sites are more likely to be green hosted.*

## GREEN HOSTING & EMISSIONS PER PAGE


*Green hosting helps, but it's only part of the story...*

*Cloudflare leads with 37% share among green-hosted sites.*

## GREEN HOSTING PLATFORMS

| | |
|---|---|
| **37%** 121 Organizations — CLOUDFLARE | **18%** 58 Organizations — amazon web services |
| **15%** 50 Organizations — Google Cloud | **5%** 18 Organizations — Firebase |
| **3%** 10 Organizations — hertech: | **22%** 71 Organizations — Other |

# OUTLINE

# What Makes a Website Green — And Why It Matters

The internet has become a central aspect of our lives, connecting us to information, communities, and services. There are 5.1 billion internet users that spend on average 6 hours and 35 minutes online daily (Ani Petrosyan, 2025). However, most of us are not necessarily aware that when we use the internet, every search, click, and page we open uses energy and thus, our digital convenience hides a cost: contribution to a growing global digital footprint.

Whenever we visit a website, our browser needs to make an HTTP request to the server of the website asking for information. The server needs to respond to this request and return the necessary information. When this happens, the server spends a small amount of energy to complete the request. On our side, our browser also needs power to process data and present us the page (Edwin Toonen, 2023) - see fig. 1.


Fig.1. Browser message related to the energy used by a website

Websites and digital infrastructures require servers, data centers, and extensive computing power, all of which contribute to carbon emissions. Estimates of the internet and communication technology (ICT) sector's share of global carbon emissions vary across the literature ranging from 1.5 to 4 % (Worldbank.org, 2024). To put this into context, think about flying: we are conscious that flying is one of the most carbonintensive activities. But did you know that it accounts for just 2.5% of the world's carbon emissions (Ourworldindata.org, 2024)? That is less than the 4% associated with the IT sector, a number that, following current trends, could rise to 14% of global emissions by 2040 according to the European Commission (European Commission, 2020).

The concept of green websites means that, in order to minimize the environmental impact of our internet use, we can go beyond simply reducing our time online: we can make websites more eco-friendly. This means that the more efficiently a website uses resources, the less energy it consumes, leading to a significant reduction in its CO2 emissions. If you imagine every website as a small lightbulb that requires power to stay on, green websites are like energy-efficient LED bulbs, consuming less power and relying on clean energy sources like solar or wind to operate (Greenwebsite.digital, 2025).

**A twin transition where the transition to a sustainable economy goes hand in hand with the digital transformation is key to longterm prosperity, value creation and global competitiveness.**

- Brudermüller, M. et al. (2020), p. 21

# Measuring a Website's Carbon Footprint

Estimating a website's carbon footprint presents unique challenges, given the lack of scientific consensus on software-related carbon emissions. Nevertheless, there are several online tools available to measure the environmental impact of websites, such as:

| | |
|---|---|
| **Ecograder** | https://ecograder.com/ |
| **GreenFrame** | https://greenframe.io/ |
| **Digital Beacon** | https://digitalbeacon.co/ |
| **GreenIT Analysis** | https://chromewebstore.google.com/detail/greenit-analysis/mofbfhffeklkbebfclfaiifefjflcpad |
| **PageSpeed Insights** | https://pagespeed.web.dev/ |
| **Website Carbon** | https://www.websitecarbon.com/ |

If you check your website with these tools you will notice there are differences in results.

**Uncover your website's carbon footprint**

Go to Website Carbon and Digital Beacon and check the emissions of your website. Do you know where the differences come from?

The differences between tools that measure the carbon footprint of websites stem from variations in their methodologies, scope, and assumptions. Each tool uses different calculation models to estimate energy consumption, often based on factors like page size, data transfer and server efficiency.

- Some tools focus solely on direct energy use during browsing, while others incorporate broader elements, such as the energy mix of hosting providers or the lifecycle emissions of infrastructure.
- Geographic variations, such as the carbon intensity of electricity grids in different regions, also contribute to discrepancies.
- Additionally, the level of granularity differs - some tools provide general estimates, while others deliver highly detailed analyses, considering factors like user behavior or caching.

These variations reflect the complexity of measuring digital carbon footprints and highlight the importance of understanding a tool's methodology to interpret its results effectively. They also highlight the ongoing need for standardized measurement approaches in digital carbon footprint assessments.

For more information on the differences between the tools and their methodologies, check:

- Digital Carbon Footprint: The Current State of Measuring Tools
- Estimating Digital Emissions - What is the Sustainable Web Design Model?

# The EcoWeb Project Goals

While discussions around sustainability in IT often prioritize the efficiency of data centers, the EcoWeb project is focused on the broader question as to why are so many data centers needed in the first place? The answer, as you might have guessed, lies in the sheer volume of digital content produced daily. In this context we wanted to explore whether the carbon footprint of websites belonging to sustainability-focused organisations aligns with their environmental mission.

The EcoWeb project was initiated to create a benchmark on the carbon footprint of websites of organisations active in sustainability. Our objective was to analyze the digital footprint and carbon emissions of 500 websites in this space to assess the digital sustainability efforts related to the digital presence of sustainability focused organisations.

By creating this industry benchmark, we aim to highlight the importance of sustainable digital practices for designing websites as well as to motivate collaboration across departments. Our goal is to raise awareness about the carbon impact of digital content on websites, ultimately encouraging changes in website design and development to support a greener internet.

- **In-Scope:** The study focused on the carbon emissions generated by a single viewing of a website, the breakdown of the website's page weight and whether green hosting is used for the website.
- **Out-of-Scope:** The study did not extend to the carbon emissions of entire websites or digital marketing activities. The environmental impact of broader Green IT initiatives, such as data center optimization strategies or full architectural analysis, were also excluded.

# Analyzing the Carbon Impact of 507 Sustainability Websites

We tested the different tools and confirmed our assumption that they yield varying results, due to differing methodologies, studies and models they are based on. After comparing the tools, we selected **Ecograder** for our research because of its comprehensive analysis and detailed breakdown of carbon emissions and page weight, coupled with its user-friendly interface and accessibility, requiring neither an account nor payment.

For the estimations, Ecograder uses co2.js from The Green Web Foundation, an established nonprofit organisation on the Green IT market, as well as Google Lighthouse's open source page metrics. As previously stated the results provided by Ecograder, as well as those of other tools, represent estimates due to the absence of scientific consensus on the precise methodology for calculating CO2 emissions from websites. Nevertheless, employing a consistent tool across all analyses enables the development of an initial assessment and a standardised basis for a benchmark.

**Challenge: Find out your website's carbon footprint with Ecograder**

Go to Ecograder and check the emissions of your website. Then read about what our research of 507 websites revealed to see how you fare by comparison to the websites we analyzed.

The project is the result of the volunteering efforts of 31 people who have connected via the ClimateAction.tech community. The project was launched in September 2023 and led by Caroline Schneider and Claire Thornewill. The team members had full autonomy in selecting which sustainability-oriented organisations to analyze, with each participant contributing an average of over 10 websites; each volunteer had to check if the website was already in the list before adding it. The project team also discussed which are the most frequently visited pages on a website (Home, About, Product, Service, Contact, Pricing) and decided to focus on the Homepage for the measurements as it is often the starting point for many user journeys. The collection of data took place between September and October 2023.

The data gathered in a common file included:

- **Emissions per page:** Estimated grams of $CO_2$ produced per page view.
- **Page weight:** Overall size of the page in megabytes.
- **Content breakdown:** Types of content contributing to page weight (images, media, scripts, HTML/CSS and other) and their size in megabytes.
- **Green hosting status:** Whether the hosting provider claims green hosting status.
- **Green hosting service providers:** The hosting services used by the website analyzed.

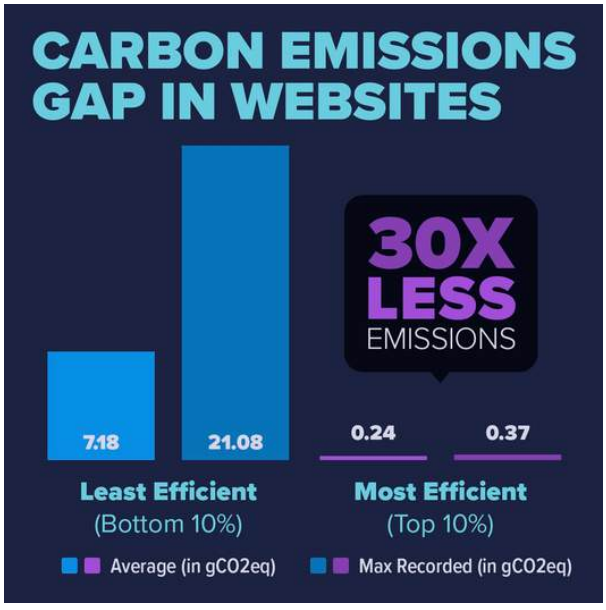
Read on to see what we found out.

# Key Insights on Website Carbon Emissions of Sustainability-related Organisations

There are 507 websites included in our analysis, active mostly in 4 areas: consumer goods & lifestyle, technology & innovation, environmental services, agriculture & food, all linked to the sustainability area (2 were eliminated in data cleaning as duplicates).

1. **Emissions per page**

This metric estimates the grams of CO2 produced per page load. In our study we find a wide range in emissions, going from as low as 0.01 g to as high as 21.08 g per page, which highlights a stark disparity in website optimisation.




The average emissions for the websites in our analysis is **1.87 gCO2** per page which is roughly the equivalent of driving an average car for about 10 meters or brewing a cup of coffee. While this might seem small, consider the cumulative effect when hundreds or thousands of pages are loaded daily, thus adding up to significant carbon emissions over time.

The good news is that most sites in our study are relatively efficient. The top 10% of the websites with the lowest carbon emissions have an average carbon footprint of 0.24 gCO2 per page view (median 0.27 gCO2), while 50% of the websites have less than 1.21 gCO2.

However, a small number of poorly optimized or resource-heavy websites stand out as major contributors. The 10% with the highest carbon emissions have an average carbon footprint of 7.18 gCO2 per page view (median 5.99 gCO2). These outliers offer the greatest opportunity for improvement.

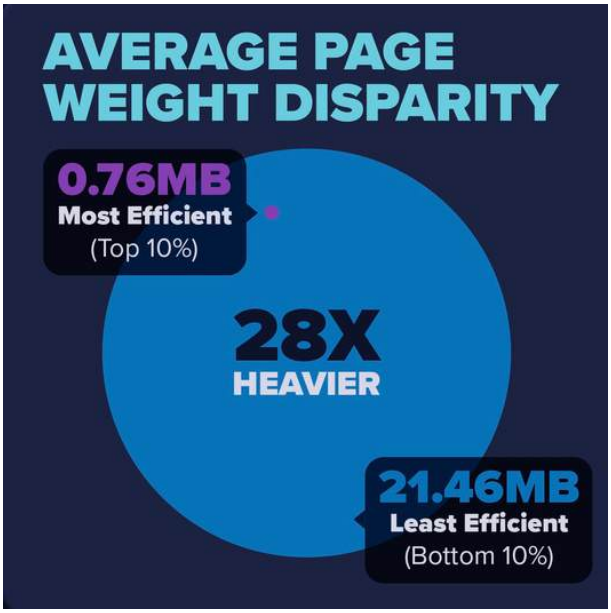
**Your CO2 emissions per page**

Is your website in the top 10% with lowest carbon emissions? If not, get ideas for improvements from section 6 of this report - "How to green your website".

For comparison, the ClimateAction.Tech website emits an estimated **0.15gCO2** per page view, indicating a low carbon footprint compared to the average

2. **Page weight**

This is the total size of the webpage in megabytes (MB) and directly linked to the emissions per page — the bigger the size of a page, the higher the emissions. Similarly to emissions per page, there is a significant variability, from a mere 0.11 MB to a staggering 58.88 MB, with a positive skew indicating that most websites are clustered at the lower end and a few extremely heavy pages that skew the distribution.




The average page weight in our sample is ***5.7 MB,*** which equates to loading about 30 seconds of high-quality streaming video. While small for a single user, when this gets multiplied by thousands of daily visitors that some websites receive, the data usage becomes significant—and its associated energy consumption.

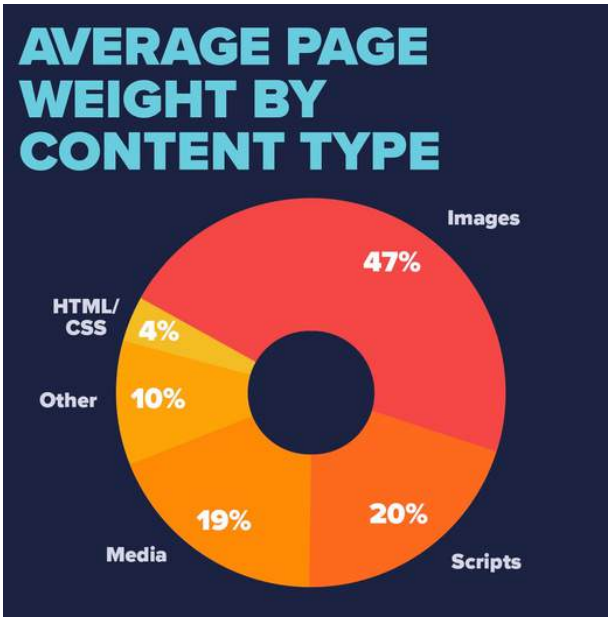
The 10% of websites with the lowest carbon emissions have an average page weight of 0.76 MB, while the 10% of websites with the highest carbon emissions have an average page weight 21.46 MB. Optimizing these heavier websites could not only improve loading speeds and user experience, but also significantly lower their carbon footprint.

Coming back to the ClimateAction.Tech website, this has a page weight of **0.391 MB**, which is approximately 140% smaller than the average webpage, indicating efficient use of resources.

3. **Content breakdown**

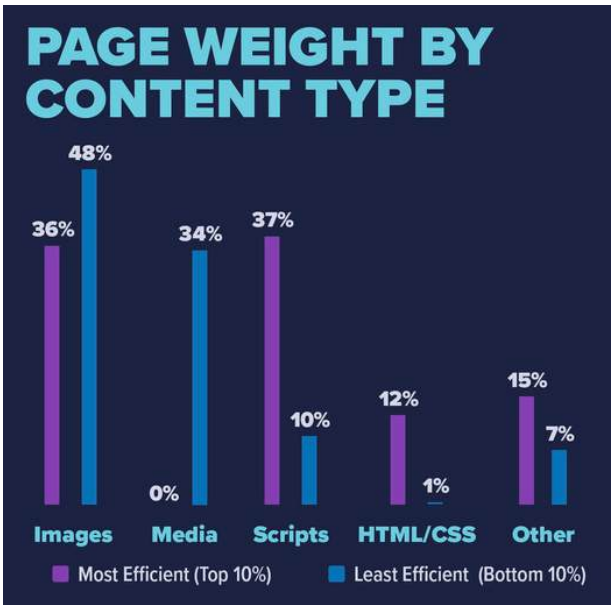
Ecograder evaluates a website's digital carbon footprint by breaking down various components making up the overall page weight:

- **Images**: High-resolution or uncompressed images significantly increase page weight & loading times.
- **Media** (Videos/Audio): Embedded media files, especially videos, are resource-intensive and contribute heavily to page size.
- **Scripts**: JavaScript files add interactive functionality but can bloat page weight, if not optimized.
- **HTML/CSS:** These files define the structure and style of a website, and unminified or redundant code can increase their size.
- **Other Assets:** Fonts, third-party plugins, and external resources can add unnecessary bulk, if not managed effectively.




The breakdown of page weight reveals that images are the largest contributor, averaging 2.67 MB and accounting for nearly half of the total page weight (47%). Media files (1.11 MB) and scripts (1.14 MB) are also significant contributors (19% and 20% respectively), together representing a substantial portion of the load. In contrast, HTML/CSS (0.2 MB) and other assets (0.57 MB) have a smaller impact (4% and 10% respectively), but still offer opportunities for optimization.

When comparing the top 10% of websites with the lowest carbon footprint to the top 10% with the highest, we found a striking difference in content composition. The high-emission websites allocate a substantial 82% of their page weight to images and media, whereas this share drops to just 36% for the lowest-emission websites.




For comparison, the breakdown for the ClimateAction.Tech website is as follows:

- Other Assets: 61% - 237.27 KB and adding 0.0926 grams of $CO_2$.
- HTML/CSS: 21% - 82.21 KB and contributing 0.0321 grams of $CO_2$.
- Scripts: 17% - 65.85 KB and adding 0.0257 grams of $CO_2$.
- Images: 2% - 5.86 KB and contributing 0.0023 grams of $CO_2$.

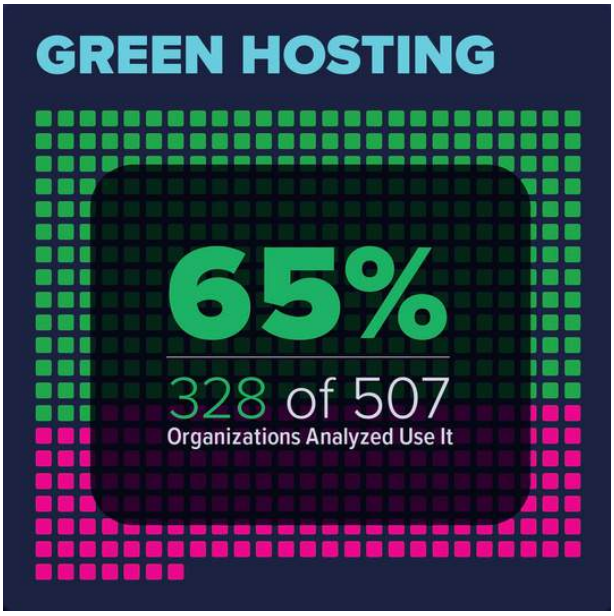
Overall, the ClimateAction.Tech website maintains a very lightweight structure, with the majority of its page weight coming from other assets. The images are highly optimized, contributing to the small page weight and the low estimated emissions associated with the site. This approach keeps the carbon footprint exceptionally low compared to other websites.

**4. Green hosting status**

A **green host** is a web hosting provider that takes measures to reduce or eliminate the environmental impact of its operations. This typically involves using renewable energy sources, offsetting carbon emissions, and adopting energy-efficient technologies to power their data centers and infrastructure. Green hosting aligns with sustainability goals by minimizing the carbon footprint associated with websites.

The key features of green hosts are:

- **Use of Renewable Energy**: Powering servers and data centers with renewable energy sources such as wind, solar, or hydroelectric power is a hallmark of green hosting. Some providers directly source green energy, while others purchase renewable energy credits (RECs).
- **Carbon Offsetting**: Providers that cannot fully rely on renewable energy often invest in carbon offset programs to neutralize their emissions. This involves funding environmental projects like reforestation or renewable energy development.
- **Energy-Efficient Infrastructure**: Green hosting providers optimize their hardware and data center designs to reduce energy consumption. This includes using energy-efficient servers, advanced cooling systems, and virtualization technologies (a single physical server hosts multiple virtual environments for more efficient use).
- **Commitment to Sustainability**: Many green hosting providers implement sustainability policies, such as reducing waste, recycling electronic equipment, and minimizing the overall environmental impact of their operations.
- **Transparent Reporting**: A credible green host provides transparency about its energy sources, carbon offset initiatives, and environmental impact, often through regular sustainability reports.
- **Certification and Partnerships**: Reputable green hosts often have certifications like ISO 14001 (Environmental Management) or partnerships with environmental organisations to validate their commitment to sustainability, such as the Green Web Foundation.



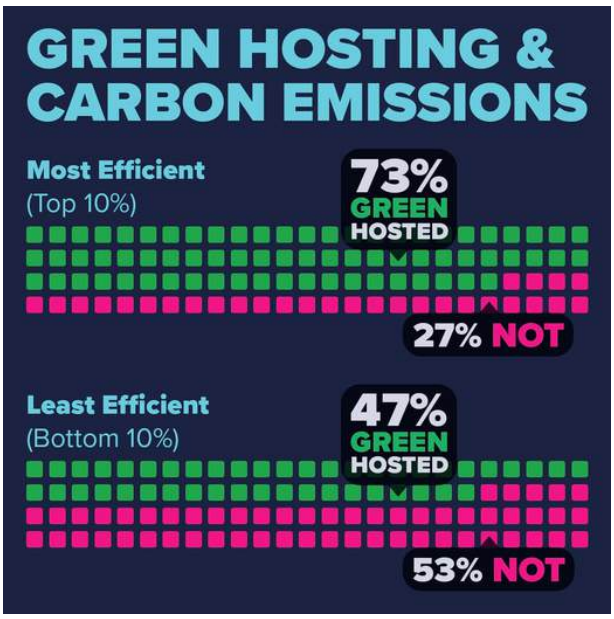

The analysis of hosting data for 507 websites reveals an encouraging trend: 65% (328 websites) are hosted on green platforms. However, it remains unclear whether organisations are actively choosing environmentally friendly hosting providers or if this shift is primarily driven by initiatives from hosting companies themselves.

Regardless of the motivation behind green hosting adoption, this trend reflects the industry's growing awareness of digital infrastructure's environmental impact and the steps being taken to reduce it. Still, 35% of the analyzed websites continue to rely on non-green hosting, and for 1% of them, there is no hosting data available, which suggests a small gap in transparency.

As a website owner, it is difficult or impossible to control the energy used by the telecoms networks or end users. However, you can have some control over the energy used by the data center simply by choosing the right hosting provider (Tom Greenwood, 2024). Switching to a verified green hosting provider supports those hosting companies that are contributing to a greener, low carbon intensity electricity grid for everyone (Green Web Foundation, 2025).

**Your hosting service**

Check on Ecograder if you are using green hosting. Read on to see how important green hosting is. If you don't find data related to your hosting on Ecograder, visit your hosting provider's website and search for information about sustainability practices (look for terms like "green hosting", "renewable energy" or "carbon-neutral"). If your hosting provider doesn't offer green hosting, check the next section for alternatives and the Green Domains dataset page, the largest open dataset on verified green hosting providers and websites that run on green electricity in the world (stewarded by Green Web Foundation).

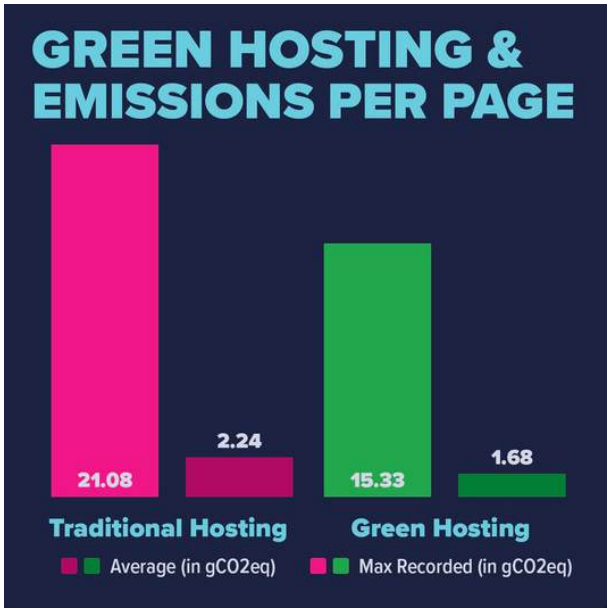



Linking hosting to the other variables, we noticed that:

- Of the 10% of websites with the smallest carbon footprint, 73% are green hosted.
- Of the 10% of websites with the largest carbon footprint, only 47% are green hosted.
- Websites hosted on green hosting platforms have lower average emissions - 1.68 gCO2, with the highest being 15.33 gCO2 (fig. 3).
- In contrast, websites not using green hosting have higher average emissions per page view - 2.24 gCO2 with the highest being 21.08 gCO2.

To assess whether green hosting significantly impacts emissions per page we conducted a two-tailed t-test. The test aimed to determine if there is a statistically significant difference in mean emissions per page between websites hosted on green platforms and those on non-green platforms.

- **Null Hypothesis** (H0): There is no difference in the mean emissions per page between websites on green hosting and those on non-green hosting.
- **Alternative Hypothesis** (H1): There is a difference in the mean emissions per page between websites on green hosting and those on non-green hosting.

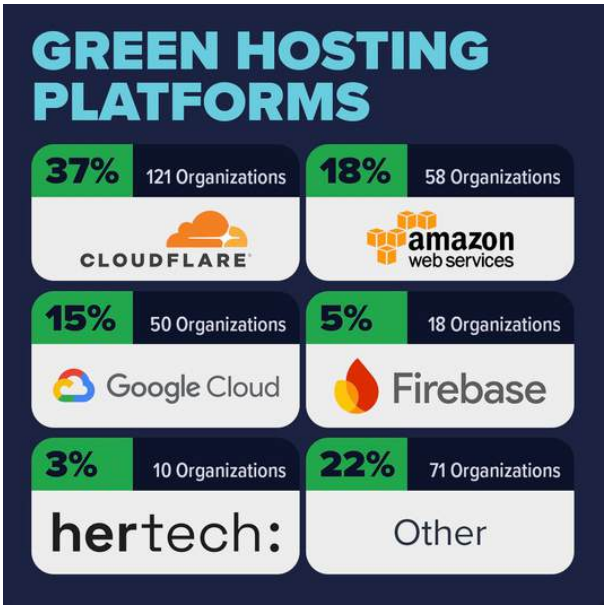


The test returned a p-value of 0.014, which is below the commonly used 0.05 threshold, allowing us to reject the null hypothesis with 95% confidence. This indicates that emissions per page are significantly different based on the type of hosting. A follow-up one-tailed t-test produced a p-value of 0.007, providing strong evidence that websites on green hosting tend to have lower emissions. While this does not establish a causal relationship, it suggests that selecting a green hosting provider could be a key strategy in reducing digital emissions.

**E. Green hosting service providers**

In our analysis, we find that a significant proportion of green-hosted websites are supported by major cloud service providers that focus on sustainability in their operations, including Cloudflare, Amazon Web Services (AWS) hosts 58 websites and Google.

This distribution shows that large and well-known service providers play a crucial role in enabling more sustainable digital operations. However, smaller providers such as **Firebase** and **Hertech Ltd** also contribute, suggesting a diverse ecosystem of green hosting options.



# How to Make Your Website Green and Meet Climate Goals

You already took the first step today if you read this report to gain a deeper understanding of the carbon emissions of websites. You get an additional plus point if you also went online to Ecograder and checked where your website stands. Congratulations!

To reduce the environmental impact of your website, one of the most effective steps is to **opt for green hosting**. Choose a hosting provider that runs its data centers on renewable energy or offsets its carbon emissions. Consider providers like Cloudflare, AWS, Google, Firebase, Hertech Ltd. or MS Azure. By hosting your website with green providers, you ensure that your site has a reduced overall carbon footprint. It is also important to check if the hosting provider offers eco-friendly features, such as energy-efficient servers and optimized resource usage.

Another key aspect of greening your website is related to **optimizing its performance** (Tim Frick, 2024). Reducing your website's page weight & the number of resources it requires can directly lower its energy consumption. Compress images, minimize the use of heavy media files, and optimize scripts to make your website faster and more efficient. Tools like Ecograder can help you identify areas where you can improve performance. The lighter your website, the less energy is needed to load it, which in turn reduces its carbon emissions.

Lastly, **embrace sustainable web design practices**. This includes simplifying your website's design by removing unnecessary features, reducing the number of plugins, and optimizing the overall user experience (Sustainable Web Design, 2025). Periodically audit the content of your website to assess the effectiveness and make changes accordingly - if a page no longer serves a purpose, is out of date or ineffective, you can decide whether to improve, amalgamate with another page or delete (Caspian Turner, 2021).

Streamlined websites not only perform better, but also consume fewer resources, contributing to lower emissions. Additionally, encourage your users to adopt green behaviors by providing them with easy-to-understand sustainability messages.

By combining green hosting, website optimization, & green design practices, you'll be able to greatly reduce your website's environmental impact and align it with your climate goals.

**A note on Ecograder's development**

Since we conducted our analysis, the team at Mightybytes working on Ecograder made dozens of small tweaks to improve various components and scores. This is partly to stay in line with current thinking and partly to address changes made to the third-party services used to collect data.

- The CO2.js data that Ecograder uses changes the carbon intensity data at least once per year when their data source (Ember's API) updates.
- Google's Pagespeed Insights API and Lighthouse are also always changing - the Google team makes updates on a near weekly basis, such as, for example, improvements to the crawler to get more accurate page weight data.

Currently the team at Mightybytes is working on updates to use the latest CO2.js, which works with the Sustainable Web Design current model for estimating emissions, and splits embodied and operational emissions across the system segments. Read more about the new methodology at Estimating Digital Emissions, 2025.

The updated tool is expected to produce estimates about 2/3 lower than before, as a result of more up to date reports and data. In addition, according to the founder of Ecograder, Tim Frick, a completely redesigned version of the tool with a revised data model that also offers the ability to track performance over time is in the works - to be launched later in 2025.

# What's Next

As we move forward, the focus must shift from simply recognizing the carbon impact of websites to actively reducing it across industries. This means encouraging organisations to adopt green hosting, streamline their digital operations, and invest in educating their teams about sustainable web practices. Collaboration between businesses, web developers, and hosting providers will be key in driving innovation and making green technology accessible to everyone. By setting ambitious climate goals and integrating sustainability into digital strategies, organisations can not only reduce emissions but also inspire others to do the same, creating a ripple effect across the digital ecosystem.

In addition, the future holds opportunities for advancing tools that measure and mitigate the environmental impact of websites. This includes refining calculators for carbon footprints, creating benchmarks for sustainable web design, and promoting transparency in the tech industry. Governments and policymakers also have a role to play by incentivizing the use of renewable energy in digital infrastructure and supporting regulations that prioritize sustainability. The next phase is not just about reducing emissions—it's about embedding sustainability into the core values of the internet, ensuring that the digital world can thrive without compromising the planet.

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We are proud for the diversity and internationality of our volunteers. Representing five continents and coming from a wide range of backgrounds, you have demonstrated the power of global collaboration. Climate change affects us all, which makes collective action towards sustainability not only essential, but imperative.

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